

21.03 MAROONDAH VISION - THE STRATEGIC FRAMEWORK

26/06/2008 C58

21.03-1 Federal policy

19/01/2006
VC37

Current Federal strategies cover issues of land use and development, industry, technology and environment policy that has both a national and international planning perspective.

Federal Government involvement in international policy areas includes strategies to reduce greenhouse gas emissions, conserve biological diversity and provide for ecologically sustainable development. These issues have provided a direction for the creation of planning controls at both a State and Local level. Most notably, this influence has extended to include urban consolidation, efficiency in dwelling design and environmental conservation issues.

21.03-2 State policy

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Melbourne 2030 – Planning for Sustainable Growth, is a 30 year land use strategy for Metropolitan Melbourne. The strategy envisages that Melbourne will grow significantly over the next 30 years and aims to manage and facilitate that growth in a sustainable way.

Melbourne 2030 includes several directions and strategies that are vital in the development of Maroondah in the future.

21.03-3 Local policy

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Existing Maroondah City Council strategic policy documents form the basis for the preparation of the Municipal Strategic Statement. The three primary documents which will guide and shape the future direction of the municipality are *Maroondah 2020*, the Corporate Plan and the Financial Strategy.

Maroondah 2020 - A Shared Future

This document sets out the future direction of the municipality and establishes a declaration of strategic intent based on the views and aspirations of the community.

Maroondah 2020 - A Shared Future identifies the following vision:

Maroondah will be a vibrant City. It will have an active community, a strong local economy and a diverse cultural life in a prosperous and sustainable environment.

Maroondah 2020 - A Shared Future has been an essential component of the strategic planning framework established by Maroondah City Council to guide the preparation of major policy through to the year 2020. Compiled through a series of intensive community workshops and consultation, Maroondah 2020 identifies the values, aspirations and land use outcomes that the Maroondah community will pursue as they head towards 2020.

A key aspect of the community's journey towards 2020 is the manner in which development and land use is managed. Maroondah 2020 - A Shared Future, clearly sets out a series of strategic goals that encapsulate the values of our community.

The relevant Strategic Goals from Maroondah 2020 are:

- **Our Community** - Maroondah will have a clear identity with a highly informed and responsible community actively involved in the achievement of an environment that values choice, cooperation, respect and participation.
- **Our Environment** - Maroondah will be a leading advocate in the provision of a sustainable environment by conserving, managing and enhancing our built and natural environment through innovative approaches and education.

- **Our Leisure** - Maroondah will maximise opportunities for choice and involvement in and access to quality culture and leisure experiences.
- **Our Economy** - Maroondah will have a vigorous local economy based on environmentally sustainable and socially responsible practices that attract business investment and growth and promotes employment within the municipality.

Council's Corporate Plan 1998-2001

The *Corporate Plan 1998-2001* identifies many of the visions and goals that have been developed in detail through specific Council Strategies. Its main purpose is to present a unified image of the ambitions and aspirations which Council endorses for the wider community.

This document contains several Objectives in relation to land development and use. The most relevant of these Objectives have been developed to provide integrated guidance and regulation for Open Space, Commercial Centres, Planning Controls and Transport Development.

Council is committed to the achievement of the following Corporate Objectives in relation to the development and use of land:

- Open Space - Enable equitable access to open space that caters for a diversity of uses for the entire community through the implementation of the major recommendations of the Open Space strategy and other strategies relating to open space and the environment.
- Commercial Centres - Develop a framework for Maroondah's main commercial and strip shopping centres, that promotes a diversity of vibrant retail and business environs and which provides convenient access to services, fosters economic growth, connects with the City's transport systems and encourages cultural activities.
- Planning Controls - Maroondah's character, support the protection of the natural environment and ensure consistency of planning through the development and implementation of a revised Planning Scheme for the municipality.
- Transport Development and Usage - Ensure the community's awareness of and access to appropriate modes of clean, safe and user friendly private and public transport within the municipality.

Financial Strategy

The Maroondah Long Term *Financial Strategy* has been prepared in an attempt to focus Council's attention on financial strategies which will not only provide sufficient funds for current operational and capital programs, but will also deliver long term viability, security of community assets and achieve the goals of both *Maroondah 2020* and the *Corporate Plan*.

Local strategies

The following policy documents also contribute to the structure and content of the Municipal Strategic Statement:

- Branching Out: An Environment Strategy for Maroondah, Maroondah City Council, 1997
- Economic Development Strategy 2007-2010, Maroondah City Council, 2007
- Maroondah Open Space Strategy, Maroondah City Council, 1997
- Notable Tree Strategy, Maroondah City Council, 1997
- Roadside Conservation and Street Tree Strategy, Maroondah City Council, 1996

- Sites of Biological Significance in Maroondah, Maroondah City Council, 1997
- Maroondah Neighbourhood Character Study, Planisphere, 2004
- Ringwood Transit City Urban Design Masterplan, Hansen Partnership, 2004
- [Ringwood Transit City North West Residential Precinct Plan, Planisphere, June 2009](#)

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Framework plan

Prior to preparation of the Municipal Strategic Statement, Council developed a strategic framework plan to illustrate the key land use components and provide a focus for development potential in the municipality. The key aspects are:

Environment

Environmental areas are predominantly contained on the Wicklow ridgeline and Loughnan Hill/Warranwood ridgeline, however there are a number of peripheral rural residential areas which also exhibit unique environmental characteristics. These environmental areas will be a major determinant in the location of medium density housing development.

Landscape/vegetation protection

Maroondah's suburbs are characterised by a dense cover of native and exotic canopy vegetation, which complements the environmental aspects of the municipality. The protection and enhancement of these canopy trees is a strategic priority of Council, particularly as they represent a unique and irreplaceable resource. The Framework Plan recognises that canopy vegetation covers an extensive part of the municipality and is a major determinant for land use and development.

Open space

An extensive network of linear open space and municipal reserves is clearly identified on the Framework Plan for Maroondah. This open space provides effective links within residential areas and to both the Ringwood Activity Centre and Croydon Town Centre. The Framework Plan demonstrates the potential that exists for the open space network to be expanded further in order to provide a complete pedestrian and bike trail to all parts of the municipality.

Urban development

There is little opportunity for future "green fields" residential expansion, given the lack of major broad acre land holdings.

In general there are opportunities for minor infill residential development of surplus schools sites and other redundant public land holdings and under utilised private land holdings. The majority of these sites will be developed over the next two years.

Additional residential development will come from a consolidation and redevelopment of the existing residential precincts. New residential development will be sited and constructed in a manner that contributes to and enhances the preferred neighbourhood character of Maroondah.

Commercial centres

Maroondah is anchored by two significant commercial centres - the Ringwood Central Activities District and the Croydon Town Centre. These Centres are complemented by a significant network of smaller neighbourhood and local centres, which provide essential

services and facilities for the local community. Additional centres are not planned as part of the land use framework.

Transport

The Framework Plan shows the network of existing and proposed roads within the municipality. These future roads are part of a regional strategy to provide a direct link between Maroondah (outer eastern suburbs) and the City and to divert traffic from the congested Maroondah Highway, both in the Ringwood Activity Centre area and from the point where this road enters the north east corner of the municipality.

Industry

Maroondah has a physically constrained industrial base, which is predominantly focused around the Bayswater North area. It is strategically significant that this general industrial area is located adjacent to both residential and environmental uses, thereby ensuring consolidation rather than widespread expansion of this industrial precinct.

A major parcel of vacant land is located at the intersection of Canterbury Road and Dorset Road in Bayswater North. This site presents the opportunity for the development of a strategic industrial area serving larger industry in the eastern region.

Major development opportunities

Two (2) sites with high development potential and significant land area have been identified in the Framework Plan.

The site on the corner of Dorset Road and Canterbury Road, Bayswater North has been designated as a strategic industrial opportunity, with the desire of attracting large industrial and commercial industrial uses to Maroondah.

The second major development opportunity is the area of land potentially required for the Healesville Freeway. The future of this land has not yet been determined.

Retail and commercial expansion is discouraged on these development sites under the Municipal Strategic Statement.

Residential development opportunities are identified in the area south of the Ringwood Railway line in the Ringwood Activity Centre. The need for this area as a future apartment style development area will be reviewed as the Ringwood Activity Centre develops.

Land Use Framework Plan

